

CZM: OUTREACH AND EDUCATION

The National Oceanic and Atmospheric Administration's Coastal Programs Division (CPD) provides leadership on coastal issues at the national level and administers the Coastal Zone Management Act of 1972 (as amended) in partnership with 33 of the 35 U.S. coastal states and territories with approved or developing programs. In order to fulfill its national dimension role, CPD is charged with coordinating the complexity of coastal zone management (CZM) issues, programs, and regimes; and providing technical assistance and support to strengthen national and state resource capabilities.

As coastal areas are continuously faced with the challenge of balancing economic and environmental interests, there is an even greater need to instill a "coastal stewardship ethic" everywhere. In doing so, it is imperative to assure the value and benefits of our nation's coastal areas are realized.

CPD Looking Beyond and Ahead: Fostering a Coastal Stewardship Ethic

CPD strives to ensure greater awareness and understanding of coastal stewardship and the importance of our nation's rich coastal resources. To achieve this goal, CPD will engage in a more concerted outreach effort that is national in scope.

CPD intends to develop an Outreach and Development Strategy in order to ensure there is a coordinated CZM effort that reflects federal, state, and territorial interests. The strategy will provide the framework for carrying out the national dimension goals of the CZMA, the CPD Annual Operating Plan, and related NOS strategic plans. At the thrust of CPD's outreach effort is fostering stronger relationships and enhancing communication with coastal state partners and other constituents. This should evolve into:

- *Fostering a shared national vision*
- *Sharing products and services*
- *Supporting CZM program needs*
- *Improving transfer of information*

The success of CPD's outreach efforts will rely upon coordinating with established networks at the national and state level, and building upon current efforts.

CPD provides technical assistance and support to coastal partners on a range of policy issues. These range from assisting states address issues such as public

access, coastal hazards, nonpoint source pollution, dredging, smart growth, and coral reef conservation. Improved in-house capabilities will allow CPD to provide support to enhance states' resource management, planning, permitting, education, and research efforts. CPD is trailblazing in the transfer and delivery of products, services, and information in a number of ways.

FOR EXAMPLE:

Coastal Marine Management Program (CAMMP) Information System...

...revolutionizes the way coastal management information is gathered, managed, and shared and will expand the capabilities and accessibility of products and services at the national and state level.

CPD Geographic Information Initiative...

...gives CPD an in-house capability to develop and analyze geographic information characterizing the nation's coastal management programs. These serve to educate and inform constituents about important coastal management issues.

CPD's CZM ListServ...

...a forum for state and territorial coastal managers and staff to informally share information about common issues, problems, opportunities, and management strategies related initially to coastal enhancement programs.

CPD's CZM Website...

...providing technical reports and documents to coastal managers, practitioners, decision makers, academia, environmental groups, non-profit agencies, the coastal community.

<http://www.ocrm.nos.noaa.gov>

To discuss CPD's outreach and education efforts or obtain information on cross-cutting issues, contact:

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OUR SEAS AND OUR SKIES

